

## CLAIMS

What is claimed is:

1. A method of generating data sets associated with an entity, comprising:  
  
determining when the entity selects a first service or product;  
  
generating a first data set having a first attribute associated with the first service or product;  
  
determining when the entity selects a second service or product;  
  
generating a second data set having a second attribute associated with the second service or product; and,  
  
generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.
2. The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity purchases the first service or product.
3. The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity submits an order for the first service or product.

4. The method of claim 1 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute comprises textual data.

5. The method of claim 4 wherein the generating the third data set based on the first and second attributes includes:

determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute; and,

forming the third data set having a third attribute containing at least a portion of textual data from one of the first and second attributes.

6. The method of claim 1 wherein a first network device generates the first data set.

7. The method of claim 6 wherein a second network device generates the second data set.

8. The method of claim 7 wherein a third network device generates the third data set.

9. The method of claim 1 wherein the entity comprises one of a person and a group of people.

10. A system for generating data sets associated with an entity, comprising:

a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product;

a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product; and,

a third device configured to generate a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

11. The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity purchases the first service or product.

12. The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity submits an order for the first service or product.

13. The system of claim 10 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute comprises textual data.

14. The system of claim 10 wherein the third device is further configured to generate the third data set by determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute, and forming the third data set having a third attribute containing at least a portion of textual data from one of the first and second attributes.

15. The system of claim 10 wherein the entity comprises one of a person and a group of people.

16. The system of claim 10 wherein the first device comprises a first network device.

17. The system of claim 16 wherein the second device comprises a second network device.

18. The system of claim 10 wherein the first device comprises one of a computer, a cellular phone, and a digital video recording device.

19. The system of claim 10 wherein the third device is operably associated with a grid computer network.

20. The system of claim 10 wherein the third device comprises a computer server communicating with the first and second devices.

21. A storage medium encoded with machine-readable computer program code for generating data sets associated with an entity, the storage medium including instructions for causing at least one network element to implement a method comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product; and,

generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.